



Bullyan RV PROFILE

Business Energy Audits • Project Design Assistance • Conservation Rebates • Grants

Bullyan RV— Saving Energy Today and Down the Road

Recreational vehicle (RV) enthusiasts depend upon signs to guide their travels. Even if you are not at home on the road, it is difficult to miss the light emitting diode (LED) display that welcomes customers to Bullyan RV's new dealership in Hermantown, MN. The bright, vibrant images and colorful messages flashing across its screen are easy to see, night or day.

Despite its brilliance, Bullyan's LED sign is extremely energy efficient, using far less electricity than the neon display at the company's former location across the street. Its brightness adjusts automatically to outside conditions, and graphics can be changed instantly using an onsite computer.

"Originally, we planned to have a sign similar to our old one," said Joe Bullyan, president and general manager. "It would have been less expensive on the front end than investing in LED, but Minnesota Power helped us understand that the new sign would pay for itself with energy savings and lower operating costs."

Through its **POWERGrant** program, Minnesota Power is offering special incentives to businesses that install LED signs. The goal is to study and advance this exciting technology. It also makes the decision even more appealing to business owners. The LED sign at Bullyan is expected to reduce the company's electric demand by 72.3 kW and save 221,721 kWh per year. Data loggers installed on the display will help Minnesota Power measure and verify its actual performance.

Helping businesses lower their electric usage and demand are key goals of **POWERGrant** Minnesota Power's commercial/industrial energy conservation program. That surprises some business owners.

"I was skeptical at first when Minnesota Power approached us early in our construction phase and asked if they could help us improve energy efficiency," Bullyan said, recalling how energy consultant Tanuj Gulati, of Matt Haley & Associates, contacted him at the request of Minnesota Power regional account manager Craig Kedrowski. "Once he explained the details and benefits of the **POWERGrant** program, it made sense."



(l to r) Bullyan is a demonstration site for energy-efficient lighting, including interior high bay fluorescents, a brilliant LED display, and shielded parking lot lights with timers and sensors. Joe Bullyan and Joe Bullyan Jr. receive a PowerGrant rebate from Minnesota Power regional account manager Craig Kedrowski and energy consultant Tanuj Gulati.

Learn more about **POWERGrant**.

Minnesota Power's Conservation Improvement Program
218-722-5642 or toll-free at 800-228-4966, ext. 2909

www.mnpower.com/powergrant/



POWER *Grants*

“Energizing Our Region” through Conservation Improvement

Minnesota Power’s Conservation Improvement Program (CIP) works with local leaders, businesses, community groups, other energy providers and government entities to help customers reap the economic and environmental benefits of sustainable energy savings. Minnesota Power and its partners accomplish this through research, education, evaluation and direct impact initiatives.

Find out how *POWER Grant* can help you.

Minnesota Power awards grants to commercial/industrial customers who use innovative technologies, improve manufacturing processes, undertake renewable electric energy projects, or who need project design assistance. *POWER Grant* is available for a wide variety of projects employing diverse technologies.

Here are some examples of activities or products that could qualify for Minnesota Power funding under the *POWER Grant* Program:

- New electro-technologies that lower energy costs per unit of production in a manufacturing process
- Innovative technologies that are new and underutilized in our regional marketplace
- Inclusion of energy-efficient options in the design phase of a project

Maximum annual grants are determined by a customer’s average billing demand:

Customer Demand	Maximum Grant
Less than 100 kW	\$10,000
100 to 300 kW	\$25,000
Over 300 kW	\$50,000

Minnesota Power may consider higher rebate levels.

Other Minnesota Power Products and Services

In addition to *POWER Grants*, Minnesota Power offers commercial, industrial and agricultural customers other energy efficiency products and services. These include energy audits, rebates, dual fuel, storage/off-peak services, outdoor and area lighting, and economic development assistance.

“It definitely was worthwhile for us to invest in high efficiency equipment and systems,”

Joe Bullyan, president and general manager

Bullyan directed his contractors to share information and design plans with Minnesota Power and its consultants, who reviewed the documents and made energy-saving recommendations.

Thanks to that process, Bullyan’s new 36,000-square-foot building is more than just an office, maintenance shop, and showroom for some of the most sophisticated mobile homes on the market. In addition to the brilliant LED exterior display sign, the facility is a demonstration site for state-of-the-art lighting technology, with its energy-efficient parking lot lamps, interior high bay fluorescents and comprehensive lighting controls. Bullyan also has taken energy-efficient measures beyond lighting by installing a high performance heating, ventilation and air conditioning system that features an economizer and variable frequency drive motors.

Combined, these investments are expected to reduce Bullyan’s electric demand by 95.8 kW per month and save 497,526 kWh per year, compared to original specifications. That translates to an estimated annual savings of \$27,825 on the company’s electric bill. They also qualified for about \$35,000 in *POWER Grant* rebates.

“If you look at the energy conservation savings and quality, it definitely was worthwhile for us to invest in high efficiency equipment and systems,” Bullyan said. He noted that both customers and employees comment on the bright, natural lighting and comfortable indoor environment. Timers, sensors and control systems prevent lights and HVAC equipment from operating when they are not needed.

“Involving Minnesota Power in the planning stages helped make this project successful,” Gulati said. “We were able to influence decisions that will save Bullyan a lot of energy and money.”

The savings enjoyed today will continue down the road. That’s an important promise when you’re in the RV business.